

# THE K MART CARE REPORT

I would like to draw your attention to an employee of K mart store 7137 in Cahokia, Illinois. The other day, I was in the store and was looking for something in the ladies wear department. I had been looking for quite a while, when I stopped a clerk and asked her.

She was very friendly, had a smile on her face and really went out of her way to help me find exactly what I was looking for. This lady's name is Georgia, and this was not the very first time I've seen her. You see, I'm, a "regular" customer at that K mart store.

And every single time I come to that store, I always notice Georgia.

She always has a bright smile on her face, is friendly and always goes out of her way to help customers. I feel it is high time that I tell you, the company, about it.

She really gives me the impression that she loves K mart and she knows how to help her customers. I really feel that she is an asset to K mart and that she earns every cent she makes.

She's one employee that deserves more than a "pat on the back."

I hope she will be recognized for her efforts.

By the way, I too, had worked at K mart 12 years ago, when I was in high school, and I know how demanding people can be of sales people.

Sincerely, Mrs. Paul Kepner

People are far too quick to criticize these days when something just isn't right, rather to stop and give credit where credit is due when things are to their liking.

I would like to compliment you on one of your employees who works behind the deli counter at your Cudahy, Milwaukee location (K mart 4395).

All I know is that her name is Annie. I have patronized your store for several years. And it seems every time I go in there she's there, and always with a smile and pleasant greeting. I know that working with the public can not be the most pleasant situation at all times. But

it appears she does not let it get the best of her.

I have been in a sales position myself in the past and I recognize a good sales person. She is definitely an asset to your company.

Every time there is something new that she is introducing, I'll be darned if I don't end up trying it just because she suggested it! I truly feel she deserves recognition.

I spoke to the store manager about her which prompted me to write this letter. Mr. Thomas D'Amato did inform me he was in full agreement with me and that he is trying for that same attitude that Annie has for his entire staff. I hope he succeeds!

Sincerely yours, Mrs. Rosemary Gelinsky

Shelby Hill has been a K mart 3091, Norfolk, Virginia customer pleaser since 1977 working as a service desk employee. Even though the lines of people needing to return items and have checks approved can seem endless, Hill handles each person in a very efficient and



pleasant manner. And she does this while being frequently interrupted by the phone, by having to page different departments and even while irritated customers break into the line to complain about one thing or another. Hill can always be found handling each situation in a calm manner, with a smile on her face.

As Chief Executive Officer of K mart, I'm sure you get your share of complaints from unhappy customers. Let me

share a happy experience.

Recently, my wife and I were shopping for a T.V. to go in our kitchen. One of the places we shopped was K mart store 4106, Ypsilanti (MI).

We were so impressed with the appliance manager, Mike Clark, that we shopped no further. We bought on the spot.

He was most knowledgeable about the various features of the different models in his product line, and pointing them out to us. He displayed the highest level of salesmanship that we have seen during the three years we have lived in Michigan.

If having a pleasant personality... product knowledge... good communication skills... and superior salesmanship are some of the criteria used by K mart in selecting their management personnel, then Clark should be well on his way to a rewarding career with your company.

Sincerely, W. Fred Barrow

I am writing to you to tell you about your assistant manager at the Germantown, Tennessee, K mart store (7201), Bob Reuter. Mr. Reuter noticed a stock certificate (valued over \$6,000) on the store floor, read the name and called me immediately (I had just left the store) to tell of this missing certificate. I think this behavior is exemplary and wanted your company to know it. He could have done many things with the certificate including waiting until I missed it. This was most commendable. Thank you

for being this type of person.

Sincerely, Dr. Frank W. Markus

I am writing to commend one of your employees for her friendliness, courtesy and genuine concern for her customer. Lorraine De Leeuw works at K mart 4204 in Warren (MI) in the camera/watch and jewelry department of the store. I have purchased watches, jewelry and calculators from this department and have come to depend upon Mrs. De Leeuw for knowledgeable advice on these purchases. Even more, however, is that she demonstrates the same attentiveness and courtesy when the purchase is more humble.

For instance, I recently purchased a watchband for my son at K mart. Because it was for a young child the watchbands in stock would not quite fit. Mrs. De Leeuw, however, took the extra time, extended herself a little bit more than the average salesperson, to snip and pinch and adjust to make it fit. You have no idea how happy my little boy was to have his watchband restored!

This is just the most recent instance where Mrs. De Leeuw has put forth more than ordinary effort to make this customer satisfied. So I will come back to her for future purchases because I know she cares about me—not just my money!

I hope you realize what a fine job Mrs. De Leeuw does for your establishment. Her performance is definitely in keeping with K mart's policy of 100 percent customer satisfaction.

Sincerely, Mrs. Janet Vermiglio

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